

21. (New) A method for selling personal information of an owner to a requestor comprising:

- obtaining the personal information of the owner by an information source;
- providing the personal information to a trusted party by the information source after authorization by the owner, wherein the trusted party is different from the owner;
- providing the personal information to a requestor by the trusted party based on a sale policy that is controllable by the owner;
- providing payment to the trusted party from the requestor; and
- providing compensation to the owner from the trusted party.

22. (New) The method of claim 21, wherein the trusted party and the information source are the same entity.

23. (New) The method of claim 21, further comprising:
specifying the sale policy by the owner.

24. (New) The method of claim 23 wherein the specifying the sale policy comprises:
specifying attributes required of a requestor in order to receive the personal information.

25. (New) The method of claim 23 wherein the specifying the sale policy comprises:
specifying exclusions related to the selling of the personal information.

26. (New) The method of claim 21 further comprising:
specifying the cost of the personal information by the owner; and
wherein the providing the personal information to a requestor comprises selectively providing the validated personal information based upon the cost.

27. (New) The method of claim 26 wherein the providing the personal information to a requestor comprises:
assessing the cost to a requestor submitting the request.

28. (New) The method of claim 26 wherein the providing compensation comprises:

crediting at least a portion of the cost to the owner.

29. (New) The method of claim 28 wherein the providing compensation comprises:

crediting an account associated with the owner.

30. (New) The method of claim 21 wherein the obtaining comprises:
obtaining information related to credit card purchases, shopping habits, web browsing habits, assets, or finances of the owner.

31. (New) The method of claim 21 wherein the obtaining comprises:
recording an indication of electronic purchases by the owner.

32. (New) The method of claim 21 further comprising:
enabling the requestor to decline receipt of the personal information based upon a cost of the personal information; and
wherein providing the personal information to the requestor comprises providing the personal information to the requestor if the requestor has not declined receipt of the personal information.

33. (New) The method of claim 21 further comprising:
receiving a request to search for a particular owner having personal information for sale by the trusted party.

34. (New) A system for selling personal information of a plurality of owners to a requestor comprising:

a receive module that receives a plurality of personal information of the plurality of the owners from at least one information source;

a sale policy module that comprises a plurality of policies, each of which is associated with a particular owner, wherein each policy is controllable by the owner, and specifies a policy for the sale of the personal information of the owner;

a request module that receives a request from a requestor to purchase the personal information from at least one owner;

a provide module that provides personal information of at least one owner in response to the request to the requestor based on the policy of the one owner; and

a payment module that receives payment from the requestor and compensates the at least one owner;

whereby the system is operated by a trusted party that is different from the at least one owner.

35. (New) The system of claim 34 wherein the sale policy module comprises:
a module that specifies attributes required of a requestor in order to receive the personal information.

36. (New) The system of claim 34 wherein the sale policy module comprises:
a module that specifies exclusions related to the sale of the personal information.

37. (New) The system of claim 34 wherein the policy that specifies a cost of the personal information, and wherein the provide module further comprises a module that selectively provides the personal information based upon cost.

38. (New) The system of claim 37 wherein the provide module comprises:
a module that assesses the cost to a requestor submitting the request.

39. (New) The system of claim 37 wherein the payment module comprises:
a module that credits at least a portion of the payment to the at least one owner.

40. (New) The system of claim 34 wherein the receive module comprises:
a module that receives information related to credit card purchases, shopping habits,
web browsing habits, assets, or finances of the owner.

41. (New) The system of claim 34 wherein the receive module comprises:
a module that records an indication of electronic purchases by the owner.